

OCBA board meeting
May 8, 2017, OVFD meeting room
Approved minutes (6/12/17)

Called to order at 8:40 a.m. in the OVFD meeting room

Attending: Rudy Austin, Justin LeBlanc, Connie Leinbach, Wayne Clark, Martha Garrish, and Helena Stevens. Absent: Ashley Harrell, Teresa O'Neal, Chip Stevens

Minutes: Not approved. The group will approve March public meeting minutes and April BOD minutes at the May meeting. The group decided that minutes will mostly actions taken with minimum of narrative.

BOD: Teresa O'Neal submitted her resignation due to health reasons. Connie to draft letter of thanks.

TREASURER'S REPORT: Wayne reported \$64,203 in our checking account and \$34,146 in our CD. He noted continuing problems with the Hyde County finance office to process check requests in a timely fashion.

The 2017-2018 proposed budget calls for our using \$24K of our cash to make the operating budget balance. The \$28K in the Pirate Jamboree account will be used as a base to fund this year's event. So, we will use about \$50K of our equity in 2018. The Occupancy Tax Board approved \$100K for us to fund our program of work.

The group approved his proposed line-item transfers.

A motion to accept the treasurer's report was made by Rudy and seconded by Martha. Motion approved and carried.

BYLAWS: A motion to send to the current Contributors our current bylaws and the proposed revisions was made by Rudy and seconded by Justin. Motion approved and carried.

Helena to send out when they are ready (Done).

NOMINATING COMMITTEE: Justin reported three seats need to be filled. Teresa has resigned and Connie will step off the board but will continue behind-the-scenes with secretary work until another board member or staff can take over this, and chair Blackbeard's Pirate Jamboree. Melinda Sutton, who has agreed to be on the board but not as an officer. The group is talking to other candidates.

TRAVEL & TOURISM DIRECTOR:

Connie and Wayne have drafted an executive director job description that encompasses all of the work needed, i.e., tourism promotion (including website updating), administration (including bookkeeping), event coordination and contributor meeting program development. (See attached job description.) Helena thinks it's lofty that one person could do all of this work. Wayne suggested we retain the board treasurer and secretary duties separate for now until we see how much time the job takes once the Magellan project is finished.

Helena reported that the job involves the following: Responding to about 12 phone calls a day, emails, brochure distribution, individual requests; opportunities that pop up (i.e., travel writers); communication with contributors.

The group agreed that Connie should send the job description to the board and we should post it.

A motion to extend Helena's contract to June 31 was made by Justin and seconded by Wayne.

Motion approved and carried.

Website: John Freeman wants \$20K for the Ocracoke Island website he created years ago. The group agreed this was too much. Helena requested we purchase three extra internet domain names for \$15 each that visitors might search for and redirect those to our official site. The group

agreed to purchase these three domains for \$15 each. Magellan is working on a “reskinning” of our website.

Rack cards on ferries: The group agreed that the OCBA can’t be responsible for stocking all business rack cards on the ferries, only the Walking Map. This needs to be communicated to the Contributors.

New OCBA event board is installed outside the Variety Store.

Helena is looking into the cost of an email newsletter template (Mail Chimp or Constant Contact.)

EVENTS: Martha will tell Sundae Horn that we need the July 4 and Fig Fest schedules completed by May 15 for publicity and printing purposes. Connie will obtain event insurance from Chalk & Gibbs for July 4 activities, Fig Fest and Pirate Jamboree.

CONTRIBUTOR MEETING: Need an agenda for this. Can Magellan attend? Connie to do, but we need assignments as to who will speak on what. *Please see proposed agenda below.*

NEW BUSINESS: A motion to approve the OCBA as a financial conduit for Scenic Byways royalty income pending approval and receipt of a draft contract from Chuck Saunders was made by Wayne and seconded by Justin. Motion approved and carried.

OLD BUSINESS: Storage of brochures and Xmas ornaments tabled. Further discussion of adding porta-potties this season tabled.

Meeting adjourned at 10 a.m.

Respectfully submitted,

Connie Leinbach, secretary